

REMARKS

Claims 6 and 13 stand rejected under 35 U.S.C. §102(b) as being anticipated by United States Patent No. 5,644,415 to Aoki et al. Applicants respectfully traverse this rejection.

Applicants respectfully submit that the cited reference fails to disclose all of the features of the present invention. More specifically, the Aoki et al. reference fails to disclose a liquid crystal display with, *inter alia*, a low effective voltage area in which “the area ratio of the low effective voltage area to the total area of each pixel region is in the range from 0.6 to 0.8,” as now defined in independent Claim 6.

Independent Claim 6 has been amended to recite that “the area ratio of the low effective voltage area to the total area of each pixel region is in the range from 0.6 to 0.8.” To satisfy this feature of Claim 6, the Examiner referred to column 7, lines 3-9 of the Aoki et al. reference. *See* July 14, 2006 Final Office Action, page 3, lines 4-5. However, this portion of the Aoki et al. reference merely says that the total area of regions P_2 (which the Examiner equated with low effective voltage area) “is almost equal to” the total area of regions P_1 , and that the area of P_1 may be different from the area of P_2 . Thus, by use of the phrase “is almost equal to,” this passage of Aoki et al. means that the total area of P_2 is less than or, at most, approximately equal to the total area of P_1 . Accordingly, in the device of Aoki et al., the ratio of the area of P_2 to the total area ($P_1 + P_2$) is less than or equal to 0.5. In contrast, in the invention of amended Claim 6, this ratio is now defined as being between 0.6 and 0.8. Accordingly, as this feature of Claim 6 is not disclosed in the Aoki et al. reference,

Applicants respectfully request the withdrawal of this rejection of independent Claim 6 and associated dependent Claim 13.

Claims 1, 7-10 and 14 stand rejected under 35 U.S.C. §103 as being unpatentable over United States Patent No. 65,644,415 to Aoki et al. in view of United States Patent No. 5,936,693 to Yoshida et al. Applicants respectfully traverse this rejection.

Applicants respectfully submit that the cited references fail to disclose or suggest all of the features of the present invention. More specifically, neither the Aoki et al. reference or the Yoshida et al. reference discloses or suggests a liquid crystal display wherein, *inter alia*, “the effective voltage in the low effective voltage area associated with the blue color filter is lower than the effective voltage in the low effective voltage areas associated with color filters of colors other than blue,” as defined in amended independent Claim 1.

As correctly acknowledged by the Examiner, the Aoki et al. reference fails to disclose that the effective voltage in the pixel region of one color filter is different from the effective voltage of another pixel region having another color. *See* July 14, 2006 Final Office Action, page 5, lines 13-14. Accordingly, the Examiner relied upon the Yoshida et al. reference for this feature.

However, even assuming *arguendo* that the Yoshida et al. reference could be combined with the Aoki et al. reference, the resulting combination would still lack the feature of amended independent Claim 1 in which “the effective voltage in the low effective voltage area associated with the blue color filter is lower than the effective voltage in the low

effective voltage areas associated with color filters of colors other than blue.” In fact, the Yoshida et al. reference teaches the exact opposite relationship, i.e., the Yoshida et al. reference teaches that the low effective voltage area associated with the blue color filter should have the *highest* effective voltage, and not the *lowest* effective voltage, as defined in Applicants’ amended Claim 1.

More specifically, in the Yoshida et al. reference, Figure 33 and its description (which starts at column 18, line 61) teach that the blue filter 33B should be the thinnest filter, which results in the effective voltage for the area associated with the blue filter being greater than the effective voltage for the areas associated with filters of colors other than blue. *See e.g.*, Yoshida et al., col. 18, lines 40-46 (teaching that the thicker the color filter, the lower the effective voltage). In contrast, Claim 1 recites that the effective voltage in the low effective voltage area associated with the blue color filter is lower than the effective voltage in the low effective voltage areas associated with color filters of colors other than blue. Accordingly, as all of the features of independent Claim 1 are not disclosed or suggested in the cited references, Applicants respectfully request the withdrawal of this §103 rejection of independent Claim 1 and associated dependent Claims 7-10 and 14.

Claims 2-5 stand rejected under 35 U.S.C. §103 as being unpatentable over Aoki et al. in view of Yoshida et al. and further in view of United States Patent Application Publication No. 2002/0030780 to Nishida et al. Applicants respectfully traverse this rejection.

Claims 2-5 all depend from independent Claim 1, and therefore include all of the features of Claim 1, plus additional features. Accordingly, Applicants respectfully request that this §103 rejection of dependent Claims 2-5 be withdrawn considering the above remarks directed to independent Claim 1 and also because the Nishida et al. reference does not remedy the deficiencies noted above.

Claims 11, 12 and 15 stand rejected under 35 U.S.C. §103 as being unpatentable over Aoki et al. in view of Yoshida et al. and further in view of United States Patent Application Publication No. 2002/0075436 to Kubo et al. Applicants respectfully traverse this rejection.

Claims 11, 12 and 15 all depend, directly or indirectly, from independent Claim 1, and therefore include all of the features of Claim 1, plus additional features. Accordingly, Applicants respectfully request that this §103 rejection of dependent Claims 11, 12 and 15 be withdrawn considering the above remarks directed to independent Claim 1 and also because the Kubo et al. reference does not remedy the deficiencies noted above.

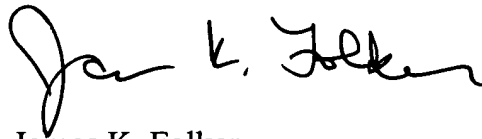
For all of the above reasons, Applicants request reconsideration and allowance of the claimed invention. Should the Examiner be of the opinion that a telephone conference

would aid in the prosecution of the application, or that outstanding issues exist, the Examiner is invited to contact the undersigned.

Respectfully submitted,

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